



CITY COUNCIL AGENDA REPORT

MEETING DATE: DECEMBER 4, 2007

ITEM NUMBER:

SUBJECT: GENERAL PLAN SCREENING REQUEST FOR THE FOLLOWING PROPERTIES:

- (1) GPS-07-04 - 1957 NEWPORT BOULEVARD
- (2) GPS-07-05 - 440 FAIR DRIVE
- (3) GPS-07-06 - 320 EAST 18TH STREET

DATE: NOVEMBER 21, 2007

FROM: PLANNING DIVISION/DEVELOPMENT SERVICES DEPARTMENT

PRESENTATION BY: REBECCA ROBBINS, ASSISTANT PLANNER

**FOR FURTHER INFORMATION CONTACT: REBECCA ROBBINS, ASSISTANT PLANNER
(714) 754-5609**

RECOMMENDATION

- (1) Deny further processing of General Plan screening for GPS-07-04 at 1957 Newport Boulevard.
- (2) Deny further processing of General Plan screening for GPS-07-05 at 440 Fair Drive.
- (3) Approve for processing of General Plan screening for GPS-07-06 at 320 East 18th Street.

ANALYSIS

The General Plan screening requests are briefly summarized below:

| Application | Address | Request |
|-------------|----------------------------------|---|
| GPS-07-04 | 1957 Newport Boulevard | Request from Starving Scholars Storage for a site-specific FAR of 1.31 in the General Commercial land use to accommodate a 40,188 square-foot mini-warehouse facility (including manager's residence and office). |
| GPS-07-05 | 440 Fair Drive | Request from D'Alessio Investments to change the land-use designation of a 1.66-acre site from Neighborhood Commercial to General Commercial and a site-specific FAR of 0.57 to accommodate a mixed-use development. Proposed are 11 live/work units and preservation of the existing 20,745 square-foot commercial building. |
| GPS-07-06 | 320 East 18 th Street | Request from Newport Investment Strategies to change the land-use designation of a 0.13-acre site from Public Institutional to Medium Density Residential for a residential project. |

Project Summary Sheet

A one-page, project summary sheet is attached for each of the screening requests. This summary sheet provides the following information:

- General Plan Land Use Map and Aerial Photograph
- Project Description, Land Use, and Traffic Evaluation
- Justification for approval or rejection of application for further processing

Traffic Analysis Required

While a preliminary traffic evaluation was completed for the screening request, a detailed traffic analysis with the project-specific environmental review will be required at the time of project submittal.

General Plan Screening Criteria

City Council Policy 500-2 establishes a procedure for processing privately initiated General Plan amendments. This procedure involves a City Council screening of these requests prior to their acceptance for formal processing. The policy includes three (3) criteria for accepting requests and two (2) criteria for rejecting requests. The acceptance criteria are as follows:

1. A General Plan amendment is necessary to resolve inconsistency between the General Plan designation and zoning of a parcel.
2. A General Plan amendment is necessary to provide a uniform land-use designation on a single parcel.
3. A General Plan amendment would result in decreased traffic impacts from the property.

The criteria for rejecting an application are as follows:

1. The request applies to a single small lot or a small area, especially if the change would make the property inconsistent with surrounding properties.
2. The property is located in the Redevelopment Area and requires action by the Redevelopment Agency to amend the Redevelopment Plan.

In addition to the above criteria, the policy also states that no request shall be accepted that would increase the overall, citywide development cap. It does, however, allow amendments that would result in development exchanges or transfers to be considered. The policy also acknowledges these criteria are only guidelines and City Council may accept an application which does not meet the criteria if it finds there are overriding reasons to do so.

ALTERNATIVES

The City Council has the following actions available for consideration:

1. As recommended by staff: Deny GPS-07-04 (1957 Newport Boulevard), Deny GPS-07-05 (440 Fair Drive), and Accept GPS-07-06 (320 East 18th Street) by separate motions. Denial of a specific screening request would maintain the existing land-use designations and corresponding land-use regulations. The proposed requests recommended for denial are considered inconsistent with the General Plan.
2. Approve or Deny any specific screening request. Pursuant to Council Policy 500-2, Council may acknowledge that the General Plan screening criteria are only guidelines and that City Council may accept an application that does not meet the criteria based on other considerations.

FISCAL REVIEW

Fiscal review is not required for this item.

LEGAL REVIEW

Legal review is not required for this item.

CONCLUSION

Staff believes that the screening requests for (1) GPS-07-04 at 1957 Newport Boulevard and (2) GPS-07-05 at 440 Fair Drive fail to meet the central objectives of the General Plan. Thus, justifications for denial of these two applications are provided in the attached summary sheets.

Staff recommends acceptance of the screening request for GPS-07-06 at 320 East 18th Street. Based on a preliminary traffic and land-use analysis, staff believes that the screening request merits further consideration through the General Plan amendment process. Acceptance of the screening request does not set precedent for approval nor constitute the approval of a development project. The approval of a screening request strictly allows the applicant to further research/develop the proposal and provide City Council with an opportunity to review the relative merits of the proposed request in greater detail prior to final action.



REBECCA ROBBINS
Assistant Planner



DONALD D. LAMM, AICP
Deputy City Mgr. - Dev. Svs. Director

Attachments: 1. 1957 Newport Boulevard (Summary Sheet, Site Photos, Applicant Letter)
 2. 440 Fair Drive (Summary Sheet, Site Photos, Applicant Letter)
 3. 320 East 18th Street (Summary Sheet, Site Photos, Applicant Letter)

cc: City Manager
 Assistant City Manager
 City Attorney
 Public Services Director
 Transportation Svs. Mgr.
 Associate Engineer
 City Clerk
 Staff (4)
 File (2)

David Donovan
1957 Newport Blvd.
Costa Mesa, CA 92627

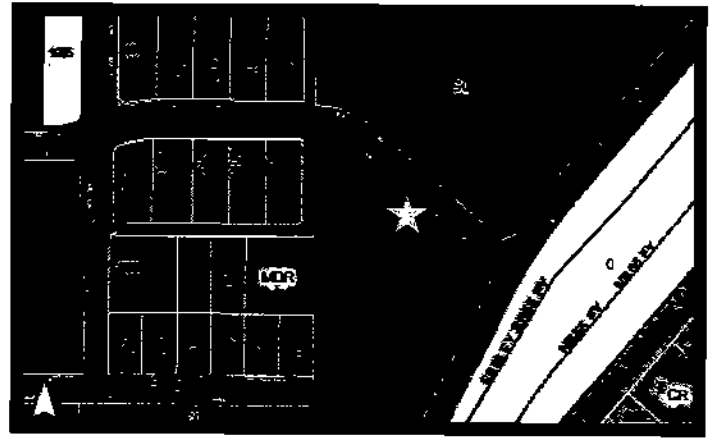
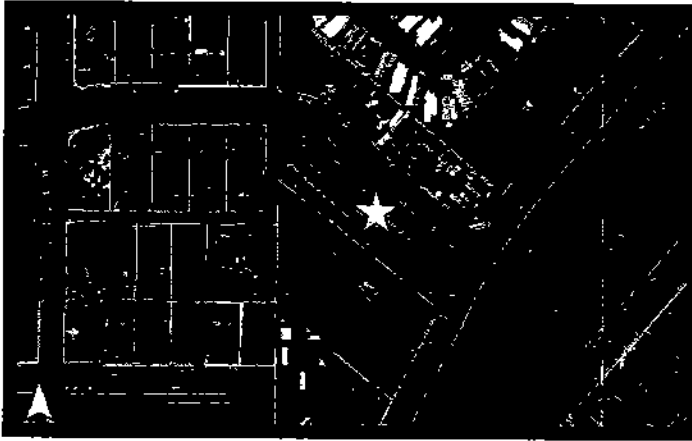
Phil Schwartz
31872 San Juan Creek Circle
San Juan Capistrano, CA 92675

The Sheldon Group
901 Dove Street, Suite 140
Newport Beach, CA 92660

Newport Investment Strategies
620 Newport Center Dr., Suite 400
Newport Beach, CA 92660

D'Alessio Investments
440 Fair Drive, Suite F
Costa Mesa, CA 92626

**GPS-07-04 – Starving Scholars Storage
1957 Newport Boulevard**



BACKGROUND

The 0.7-acre property at 1957 Newport Boulevard is located in the General Commercial land use designation. The existing Starving Scholars mini-storage property contains a 4,188 square-foot manager's residence/office and 60 shipping containers. These storage containers total approximately 8,052 square-feet of storage area and were originally approved in 1996. (*Site photos and Proposed Site Plan, Attachments 1B and 1C.*)

GENERAL PLAN SCREENING REQUEST

The General Plan screening request involves replacement of the 60 shipping containers with a three-level, 36,000 square foot mini-storage building. The proposed building will be a two-story building with basement level (three levels total). Each level will be approximately 12,000 sq.ft. The existing manager's residence/office building is proposed to remain in place.

This General Plan amendment request is for a site-specific 1.31 floor-area-ratio (FAR) in the General Commercial land use designation (0.75 FAR allowed, 1.31 FAR proposed). The request exceeds the General Plan FAR limits by 75 percent for a mini-storage use. The current General Commercial General Plan designation allows a maximum 22,950 square-foot mini-storage building on the site. The proposal is for a building that is 75% larger than the General Plan limits. The applicant is requesting an exception to the FAR limits for the mini-storage building, and such an exception may only be approved pursuant to a General Plan amendment, Development Review and Conditional Use Permit. (*Applicant Letter, Attachment 1D.*)

TRAFFIC EVALUATION

The proposed project would result in increased traffic compared to the existing General Plan conditions.

| General Plan Land Use Designation | Potential Buildout | AM Peak Hr Trips | PM Peak Hr Trips | Total Avg Daily Trips |
|---|---|---------------------|---------------------|-----------------------------|
| General Commercial Land Use | General Plan allows a Maximum 0.75 FAR (22,950 sq.ft. building) | 3 | 6 | 57 |
| Proposed Project | General Plan Amendment Request involves a 1.31 FAR (40,188 sq.ft. building) | 6 | 10 | 100 |
| Net Increase in Traffic | | +3 | +4 | +43 |

JUSTIFICATIONS FOR DENIAL

Staff recommends denial of this application from further processing based on the following reasons:

1. Project is in direct conflict with General Plan Objective LU-1E. This objective describes limitations to deviations from FAR standards. Specifically, this objective indicates that "no deviation shall be allowed in the very-low" traffic categories. The request is for a +75% deviation in the FAR standard in the "very-low" traffic category. This major departure from the FAR standard conflicts with the General Plan.
2. Project is inconsistent with General Plan Objective LU-1C. This objective relates to promoting land use patterns contributing to community/neighborhood identity. Newport Boulevard is a major thoroughfare in the City. Commercial and residential developments represent the prevailing land use pattern, and planning documents for revitalization have been approved in the surrounding area to the north of the property (Newport Boulevard Specific Plan) and to the west (Westside Urban Plans). The expansion of mini-storage facilities along Newport Boulevard is inconsistent with this General Plan objective, as well as surrounding revitalization efforts which encourage land use diversity.
3. Project fails to meet the General Plan acceptance screening criteria. There is a basis for denial of the proposed request under the General Plan screening criteria. Specifically, denial is based on the fact that the proposed change applies only to a small area, and the change would make the property incompatible with surrounding properties. (*Denial Criteria #1, General Plan Screening*). The property to the south contains a hotel, and the properties to the west contain residential uses. The scale of the proposed mini-storage building and increased intensity of the self-storage use are considered incompatible with the surrounding uses.

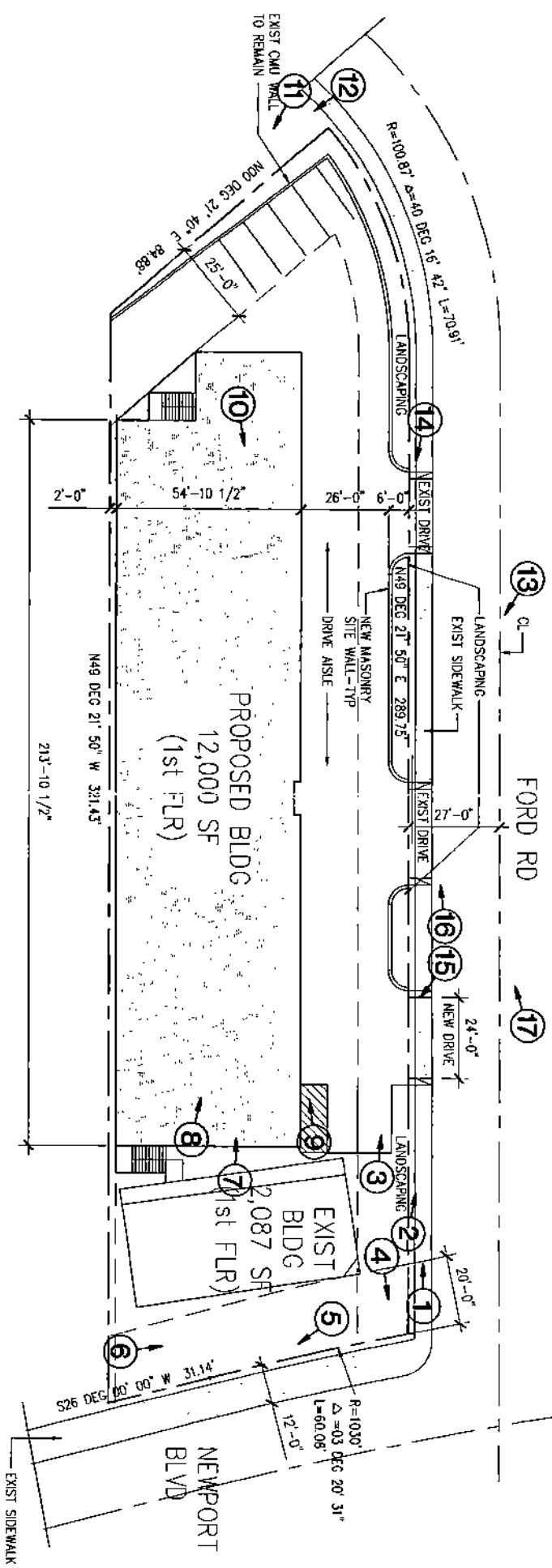


Site Photographs of Starving Scholars Storage Containers



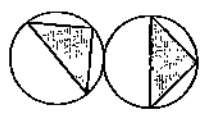
Views of Storage Facility from Newport Blvd. & Ford

ATTACHMENT 1C



1 SITE PLAN

SCALE: 1" = 30'-0"



1931-H NEWPORT BLVD
COSTA MESA, CA 92624
T. 949.764.8200
F. 949.5150070

PROPOSED BUILDING ADDITION FOR
STARVING SCHOLARS STORAGE
1957 NEWPORT BOULEVARD, COSTA MESA, CA

SHEET TITLE: SITE PLAN
SCALE: 1" = 30'

SP-1

PROJECT NO.
SA7401

DATE: 8-2-07

**Starving Scholars
Moving & Mini Storage**
1957 Newport Blvd.
Costa Mesa, CA 92627
Tel: (949) 631-3379
Or (949) 646-8815

August 1, 2007

City of Costa Mesa
Department of Development Services
77 Fair Dr.
Costa Mesa, CA 92628-1200

To Whom It May Concern,

We at Starving Scholars Moving & Mini Storage, wish to continue and complete our Mini Storage complex at 1957 Newport Boulevard, in Costa Mesa. We plan to build in two additional phases a storage building 54'10" wide and 216' long and 30' high, behind our existing office and resident manager's quarters. We are planning one floor underground and two floors above ground totaling 36,000 square feet.

Since we have ship container units at present we are requesting that, during the construction of the first phase of the complex we move twenty-three (23) of them across the street to 1963 Newport Boulevard, where we presently park our trucks.

A firewall will separate phase one from phase two. Upon completion of phase one all existing customers will be moved into the first phase structure. As phase two begins all remaining container units on 1957 Newport Boulevard will be removed from the property.

Currently our 120 customers generate 3.5 site visits per day on average and the proposed development will only generate ten (10) site visits per day for a daily increase of only 6.5 units on average. We hope that this negligible traffic generation will allow us to exceed the 0.75 FAR that is currently required by the General Plan.

Our facility is located on a corner lot with 350' of street parking. We plan to service all our existing customers during our building process but allowing no one in the construction areas at any time until completion of the project. Our facility is completely walled and secure from the general public. We presently have two driveways and are planning a third all of which are located on Ford Road more than 75 feet from Newport Boulevard.

This project will once again be owner-builder with a construction manager and an architect that is well experienced in mini storage development and whose office is located only 150 yards from the site. Security will be on the construction site during all hours of construction 7:00 a.m. until 4:00 p.m. Monday through Friday.

We look forward to working with the City and developing a state of the art facility. We plan a building design to match the landscaping which is already in place. The proposed building will reflect the existing architecture on the site including smooth plaster walls, bronze tinted glass and curved metal roofing.

Starving Scholars Moving & Mini Storage is also prepared to develop the property across Ford Road at 1963 Newport Boulevard in whatever type of economically feasible commercial development is acceptable to the City of Costa Mesa. However, development of the property at 1963 Newport Boulevard is contingent upon the completion of an economically successful project at 1957 Newport Boulevard.

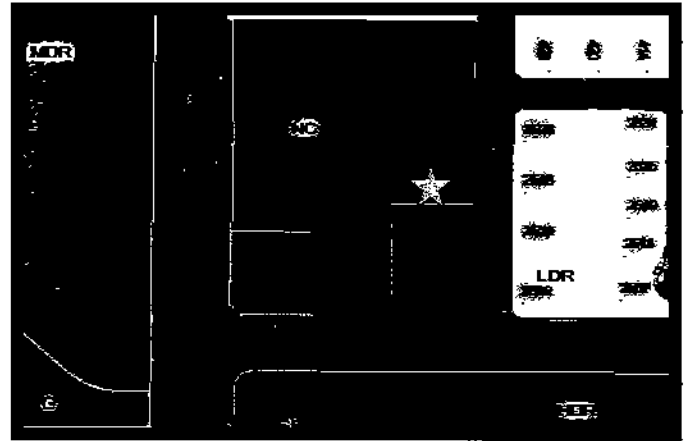
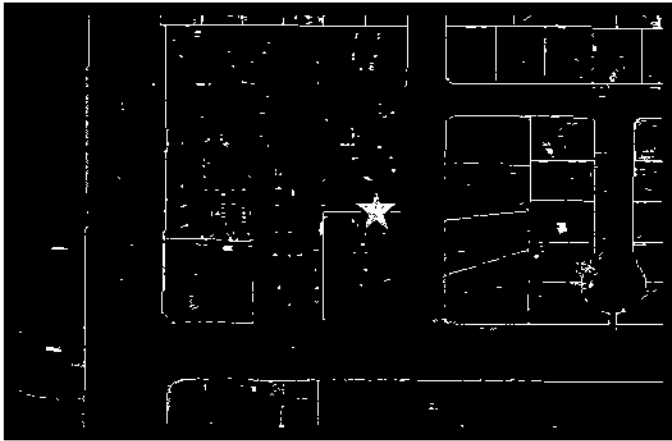
Thank you.

Sincerely,



David Donovan
Owner
Starving Scholars
Moving and & Mini Storage

GPS-07-05 – Carnegie Live/Work Units - 440 Fair Drive/2507 Carnegie Avenue

**BACKGROUND**

Dalessio Investments is the property owner of a 1.66-acre property at 440 Fair Drive / 2507 Carnegie Avenue. The site consists of a 20,745 square-foot, two-story commercial building including medical offices, a pizzeria, a cyber café, and other retail uses. (Site photos and Proposed Site Plan, Attachments 2B and 2C.)

GENERAL PLAN SCREENING REQUEST

The General Plan screening request involves the following amendments to the City's General Plan:

- Change General Plan land use designation from Neighborhood Commercial to General Commercial. The proposal requests a change to a higher-intensity, land use designation. If the General Plan amendment application is accepted for processing, a concurrent rezone of the property from Local Business (C1) to Planned Development Commercial (PDC) is also required to allow mixed-use development. (Applicant Letter, Attachment 2D).
- Request for a site specific Floor-Area-Ratio (FAR) (0.25 FAR allowed / 0.57 FAR proposed). The requests an increase of the FAR limit by 128 percent, or 0.32 increase in FAR.

TRAFFIC EVALUATION

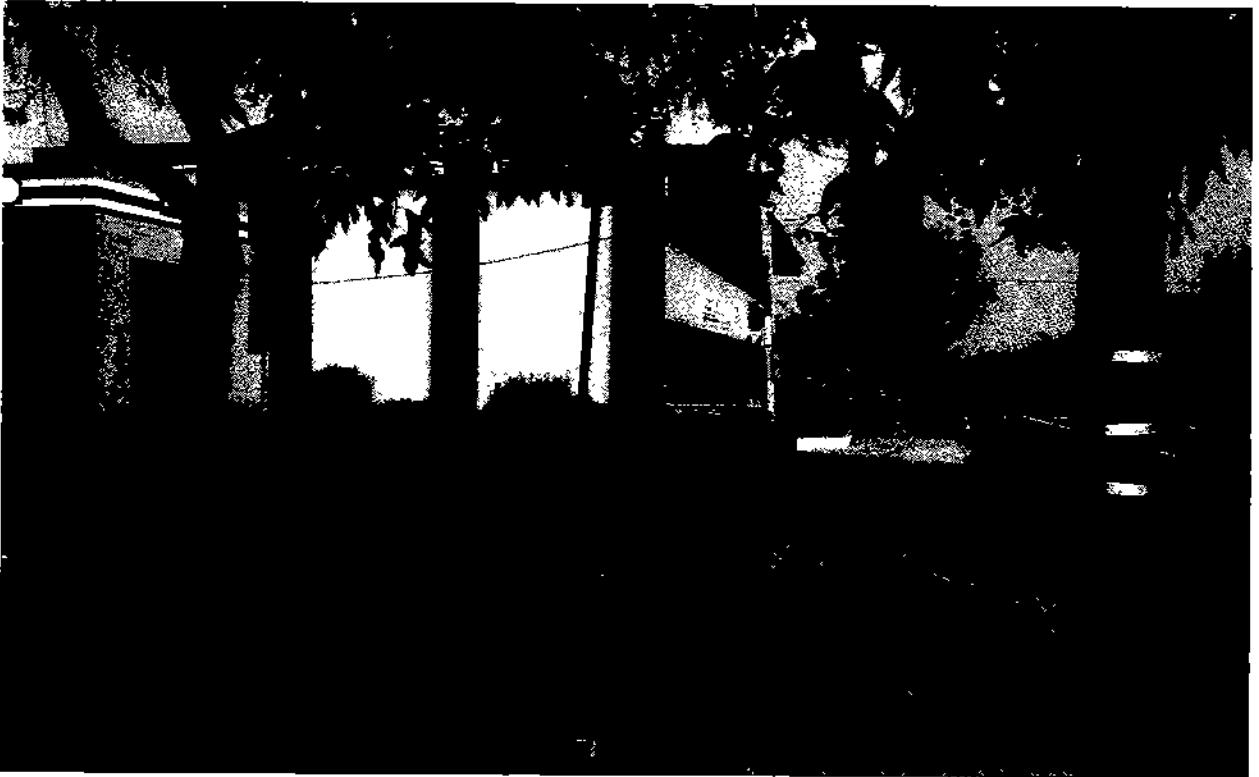
The proposed project would result in increased traffic compared to the existing condition:

| General Plan Land Use Designation | Potential Buildout | AM Peak Hr Trips | PM Peak Hr Trips | Total Avg Daily Trips |
|--|---|------------------|------------------|-----------------------|
| Existing Neighborhood Commercial Land Use | Nonconforming 20,745 sq.ft. Commercial building: 0.29 Existing FAR | 20 | 56 | 920 |
| Proposed Project General Commercial Land Use | Preserve existing 20,745 sq. ft. Commercial Building and Build 11 new live/work units: 0.57 FAR proposed | 25 | 77 | 1228 |
| Net Increase in Traffic | | +5 | +21 | +308 |

JUSTIFICATIONS FOR DENIAL

Staff recommends denial of this application from further processing based on the following reasons:

1. Project is in direct conflict with General Plan Objective LU-1E. This objective provides limitations to deviations from FAR standards. Specifically, this objective indicates that "no deviation shall exceed a 0.05 increase in the FAR in the moderate traffic category." The proposed request is for a 0.32 increase in FAR (128% deviation), and this major departure from the FAR standard directly conflicts with the General Plan.
2. Project is inconsistent with General Plan Objective LU-1C and will create a spot zone. This objective relates to promoting land use patterns contributing to community/neighborhood identity. The General Plan encourages mixed-use development in designated areas, such as Urban Plan areas, Triangle Square, and North Costa Mesa Specific Plan areas. This area along Harbor Boulevard / Fair Drive is not identified as a mixed-use development area. Therefore, the required PDC rezone of the property would create an isolated spot zone that differs measurably from the zoned land uses surrounding this area and that would serve the interest of a small group. While live/work units may serve as a transition from residential to commercial uses, this typically applies to a larger district, such as the Westside, and not to a spot zone.
3. Project will introduce commercial traffic on Carnegie Avenue, a residential street. An apartment complex is located to the south of Fair Drive, and single-family residential uses to the east. This area is not slated for mixed-use development. Staff believes that the commercial traffic from the live/work units and the multiple driveway approaches (six total are proposed on Carnegie) will be intrusive to the residential neighborhood.
4. Project fails to meet the General Plan acceptance screening criteria. There is a basis for denial of the proposed request under the General Plan screening criteria. Specifically, denial is based on the fact that the proposed change applies only to a small area, and the change would make the property incompatible with surrounding properties. (Denial Criteria #1, General Plan Screening).



Looking east toward subject property



Looking east toward subject site

Carnegie Town Homes
440 Fair Drive / 2507 Carnegie Avenue



Looking west at existing commercial building



Looking north down Carnegie Avenue (Subject site to west)

ATTACHMENT 2C

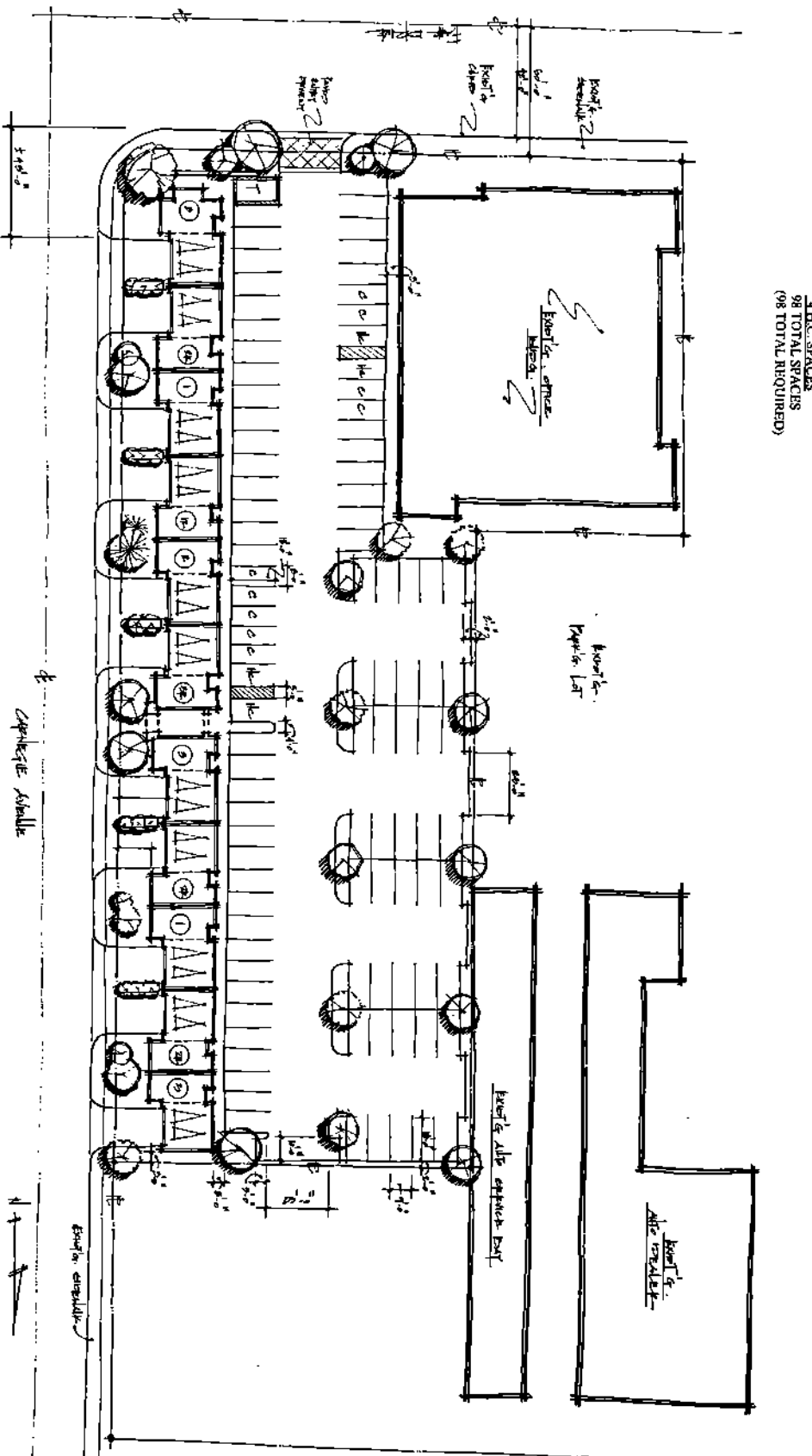
11 TOTAL UNITS (APPROX. 1,700 S.F. TO 1,900 S.F.)

PARKING: 85 SPACES

9 COMPACT SPACES

98 TOTAL SPACES

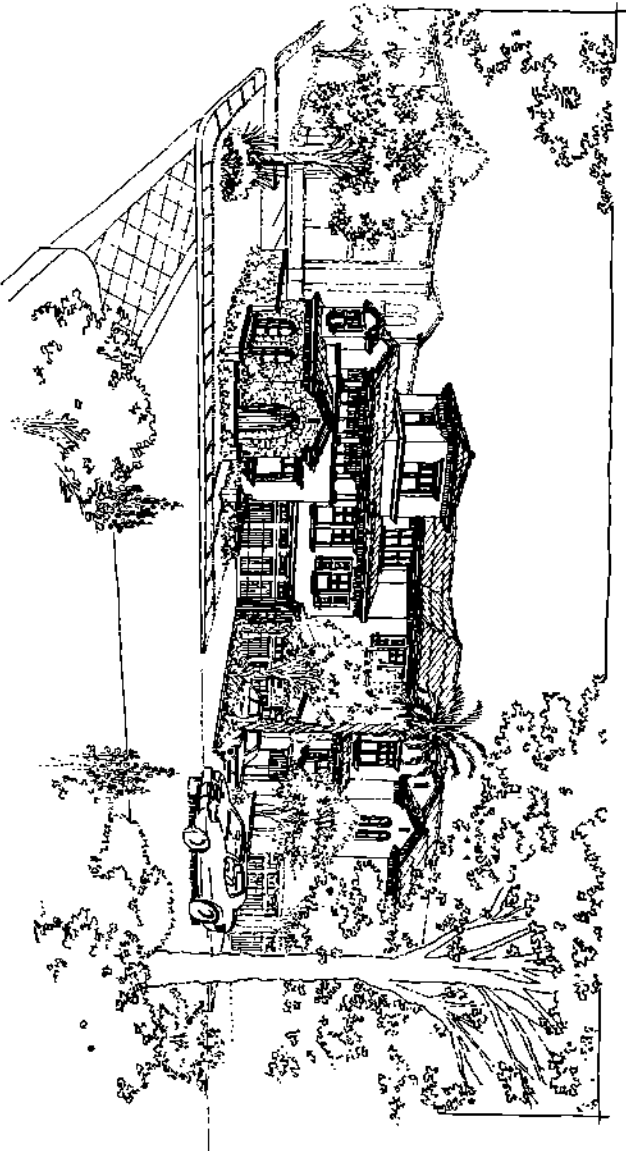
(98 TOTAL REQUIRED)



CARNEGIE AVENUE

COSTA MESA, CA

1107-1108

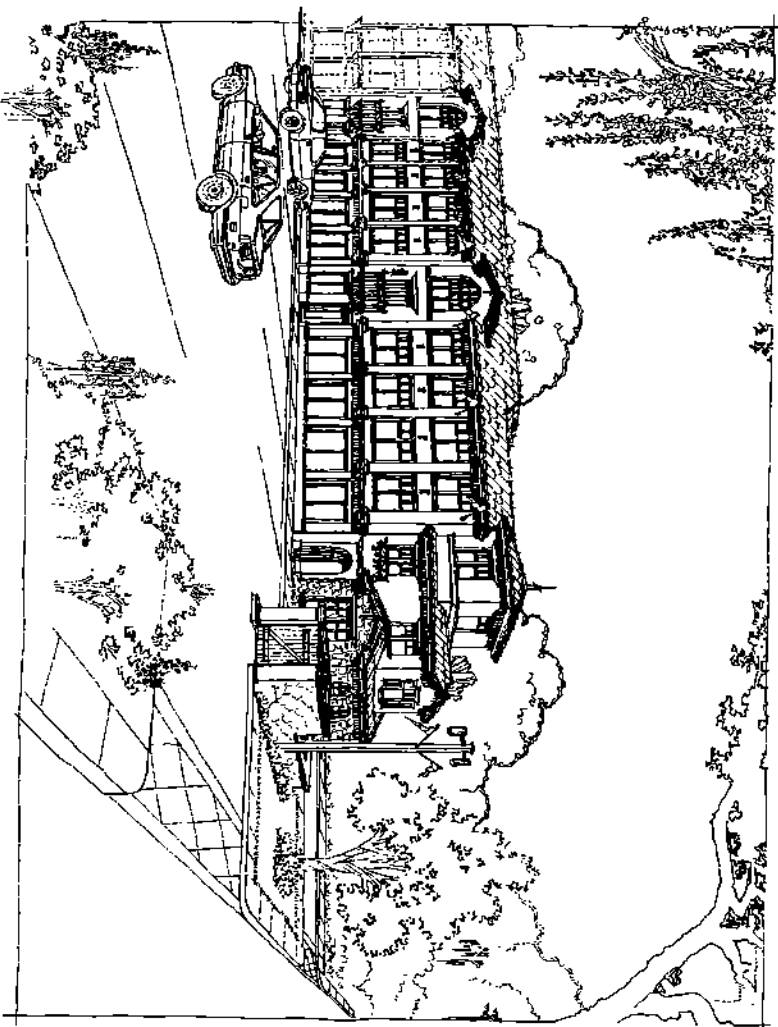


CONCEPTUAL VIEW FROM CARNEGIE AVENUE

CARNEGIE AVENUE
COSTA MESA, CA

PHASE 1, 2003





CONCEPTUAL VIEW FROM PAIR DRIVE

CARNEGIE AVENUE

COSTA MESA, CA

ARCHITECT





November 5, 2007

Mr. Mel Lee
Senior Planner, City of Costa Mesa
77 Fair Drive
Costa Mesa, CA 92628

Re: General Plan Amendment Screening Request – 440 Fair Avenue; 2507 Carnegie Ave (southwest corner of Fair and Carnegie avenues); APN 141-42-122 & APN 141-42-119

Dear Mr. Lee:

On behalf of Dalessio Investments, we are submitting this letter as a formal request to amend the General Plan and change our existing land use designation from Neighborhood Commercial to General Commercial to allow for a mixed-use development on the properties at 440 Fair Avenue (APN 141-42-122) and 2507 Carnegie Avenue (APN 141-42-119).

We firmly believe the properties listed above would better serve the city of Costa Mesa as a mixed-use residential development. Currently, our site is surrounded by General Commercial, High Density Residential and Low Density Residential land use designations. As such, we are proposing to construct eleven live/work units, which would provide a compatible land use transition between the existing commercial uses to the west of our property and the existing single-family residences to the east.

Although we respect the City's desire to limit considerations to changes in land use, we feel that our land use designation will further the goals of the city's General Plan by offering a unique housing type ideal for this location. By amending the General Plan designation to allow for a mixed-use development, the city of Costa Mesa could work toward its goal of increasing the number of homes available to potential long-term residents, as well as providing "a mix and balance of housing opportunities." We also believe that this project will provide a new and dynamic housing type that is ideal for "integrating employment and housing opportunities."

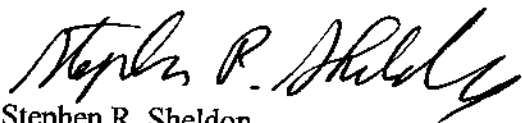
Additionally, we ask that you consider amending the land use designation for all adjacent properties contained within our current Neighborhood Commercial district. We believe that amending the entire area to General Commercial would bring this area of the city into greater conformity with existing commercial land uses. The proposed General Plan change would also be consistent with the land use designation to the south of the property, across Fair Drive.

We know that our proposed project will be a great addition to the city and we appreciate your time and attention to our request. Please feel free to contact me should you have any questions

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or comments regarding the application. We look forward to working with you and your staff on this project.

Sincerely,

A handwritten signature in black ink, appearing to read "Stephen R. Sheldon". The signature is fluid and cursive, with a large, stylized "S" at the beginning.

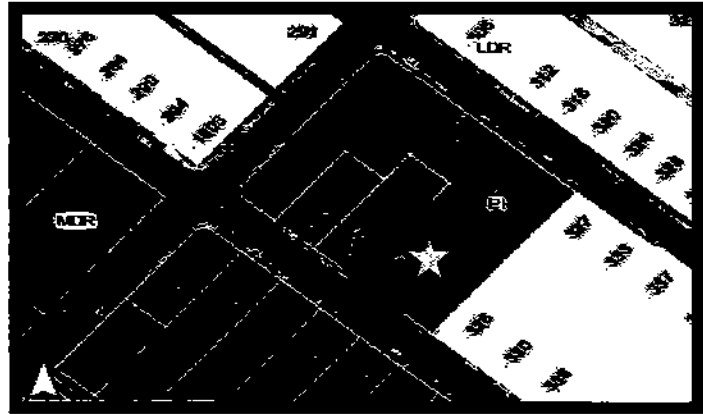
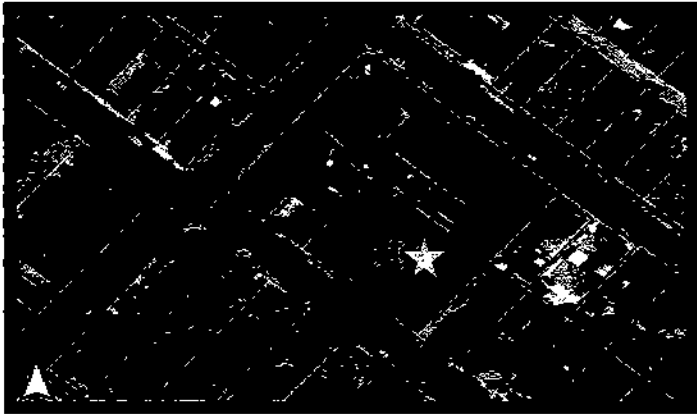
Stephen R. Sheldon
President

cc: Dennis Dalessio, Dalessio Investments

Attachments/Enclosures:

- 1.) Authorization letter from Dalessio Investments
- 2.) Application
- 3.) Project Description
- 4.) Sixteen (16) sets of 11 x 17 conceptual site plans and renderings
- 5.) One (1) copy of 8 ½ x 11 conceptual site plans and renderings

**GPS-07-06 – Two-Unit Residential Development proposed at
Former Kline School at 320 East 18th Street**



BACKGROUND

Phillip Schwartze of The PRS Group is the authorized agent for Newport Investment Strategies, property owner of the 0.13-acre property (8,670 sq. ft.) located at 320 East 18th Street. The property consists of the former Kline School, a 2,342 square-foot private school (K through 8) with off-site parking, drop-off and pick-up. Lighthouse Coastal Community Church abuts the property to the north and east. The Planning Commission revoked Conditional Use Permits for a K-8 private school and off-site parking at its last meeting on November 13, 2007. Therefore, such uses could not be re-established without a new and approved CUP.

GENERAL PLAN SCREENING REQUEST

The General Plan screening request involves a change in the General Plan land use from Public Institutional to Medium Density Residential. The General Plan amendment is proposed to accommodate a 2-unit residential project. A rezone of the property from Institutional & Recreational (I & R) to Multiple Family – Medium Density (R2-MD) is also required to allow future residential development on the property. (*Applicant Letter, Attachment 3B*).

TRAFFIC EVALUATION

The proposed General Plan Amendment satisfies General Plan screening criteria relating to decreasing traffic impacts.

| General Plan Land Use Designation | Potential Buildout | AM Peak Hr Trips | PM Peak Hr Trips | Total Avg Daily Trips |
|---|---|---------------------|---------------------|-----------------------------|
| Existing Public Institutional | <u>Existing Non-conforming Institutional Building</u> 2,342 sq. ft. Max. 0.27 FAR | 30 | 31 | 186 |
| Proposed Medium Density Residential | 2 Dwelling Units | 2 | 2 | 19 |
| Net Reduction in Trips | | -28 | -29 | -167 |

JUSTIFICATIONS FOR ACCEPTANCE FOR PROCESSING

The proposed Medium Density Residential designation is consistent with the objectives of the General Plan.

- 1) Proposed residential project results in decreased traffic. The proposed project results in decreased traffic compared to existing General Plan conditions. The traffic trips associated with the two proposed dwelling units would be significantly fewer compared to the institutional use of the property (net reduction in 167 average daily trips).
- 2) Proposed ownership units are in conformance with General Plan Housing Element Goal HOU-3. The proposed owner-occupied housing project would achieve this Housing Element Goal by converting existing institutionally-zoned property to residential. The new residential development features for-sale housing which will add to the City's ownership housing stock.
- 3) Project is consistent with General Plan Land Use Objective LU-2A. The proposed project is consistent with Land Use Objective LU-2A which encourages new development and redevelopment to improve and maintain the quality of environment. The new residences will be compatible with the multi-family homes to the south and single-family homes to the east.



November 14, 2007

Mayor Allan R. Mansoor
City Hall
77 Fair Drive
Costa Mesa, CA 92628-1200

RE: 320 E. 18th Street-Former Kline School-GPA Initiation:

Honorable Mayor and members of the City Council:

This firm represents the owners of the property at 320 E. 18th Street, the building and location for the former Kline School.

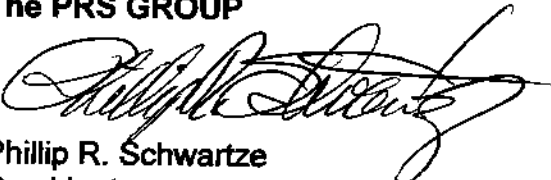
The present owners of the property do not wish to extend the approvals of Conditional Use Permits/Planning Applications PA-86-103, PA -86-121& ZA-06-48.

The present General Plan and Zoning are not compatible with the existing residential land uses. We respectfully request the City Council initiate approval of a General Plan Amendment and Zone Change, as also requested by some of our neighbors, to R2-MD, to allow us to provide uses that are legal and upgraded from our present conditions.

Enclosed please find a check in the amount of \$900.00 as our filing fee.

Sincerely,

The PRS GROUP



Phillip R. Schwartze
President

c. Doran Andry -landowner

31872 SAN JUAN CREEK CIRCLE, SAN JUAN CAPISTRANO, CALIFORNIA 92675
949 240-1322 FAX 949 240-1291
phillip@prsgroup.biz

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